

pears



32% of customers purchased pears within the past 12 months

THE LIKELIHOOD OF A PEAR PURCHASE increased according to income. In fact, shoppers earning more than \$100,000 annually were twice as likely to buy pears as those in the lowest income bracket.

Age also affects pear purchases. Following a four-year trend, shoppers age 40 and older were more likely to buy pears than younger consumers.

Bartlett pears seem to be top of mind for many consumers, with 39% choosing that variety as their flavor of choice. Anjou and Asian pears have a nearly equal following, and boscs are preferred by 11% of buyers.

Shoppers like to select already-ripe fruit, for the most part. Forty-three percent of pear buyers said they always bought ripe fruit, while 29% said they preferred to buy pears ripe.

The sweet fruit is used overwhelmingly as a snack

item — 83% of shoppers said they used pears this way. Because of their sweetness, pears are also popular as a dessert.

While the deciduous fruit is enjoyed by consumers nationwide, those in the Northeast were more likely to buy this year than those in other regions.

Consumers sought out organic pears in the past year, with 14% of buyers saying they always chose organic fruit (10% said so last year). More than one-third of buyers (36%) said they picked organic pears at least some of the time, a number up 11 percentage points from last year. The likelihood of a pear purchase slipped four percentage points from Fresh Trends 2017.

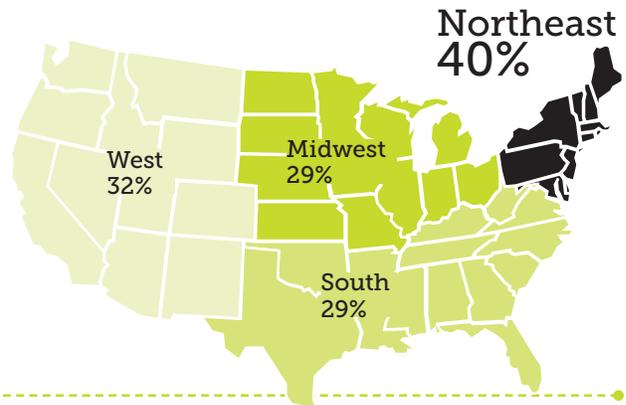
Varieties consumers prefer to purchase

Bartlett	39%
No preference.....	18%
Anjou.....	16%
Asian (apple) pears.....	15%
Bosc.....	11%

Ways consumers use pears

As a snack	83%
As a dessert	33%
As an ingredient in a recipe	19%
As a side dish	16%
As an appetizer	16%
As a salad	15%
As a main dish	5%

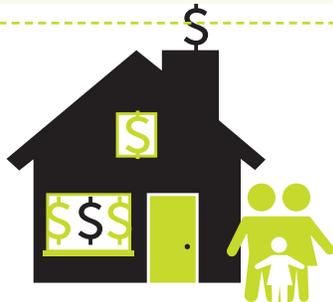
Likelihood of purchase based on region



Likelihood of purchase based on ethnicity

White/Caucasian	34%
Hispanic.....	30%
Other.....	30%
Asian.....	29%
Black/African American.....	27%

Likelihood of purchase based on household income



*Figures in thousands; Annual household income

Types of produce purchased (among those who bought this item)

